

Lightpath

Credit union communications checklist



Ensure flexibility and compliance while taking care of members

A fully integrated cloud communications platform empowers your employees to serve members from wherever, while also supporting your compliance and security needs:

- **Help customers help themselves** with basic tasks—such as checking account balances—freeing member service agents to spend time on more complex needs.
- **Members know it's your credit union calling** whether your employees are connecting with them from home, via mobile phone, or from the office.
- **Your service reps can get real-time** customer insights for quick context, helping them deliver more informed responses that shorten resolution times.
- **Manage audits more effectively** when member insights for quick context.

Common issues facing credit unions:

- **Members expect speed and convenience** in every interaction. Your communications technology needs to empower service reps to deliver quick, high-value member service through any channel, every time.
- **Hybrid work models** require communications systems that support employees working from wherever.
- **Credit unions are subject to regular audits** to ensure proper compliance and risk management.
- **Legacy phone systems are expensive** to maintain, making cost-effective cloud communication systems more appealing.



We have the expertise, experience, and communications platform to help your credit union thrive in this new environment.

	Your needs	Our solutions
Deliver a superior member experience	• Communicate seamlessly through member-centric channels. • Meet member needs quickly with the right resources or service rep. • Accommodate members who are digitally native and expect more. • Make sure members don't have to repeat themselves each time they contact you about a single issue. • Extend reach and facilitate faster response times for member inquiries.	• LP UC integrates voice, chat, and video conferencing interactions on one platform. • With Contact Center, you can easily customize call flow to assign the right agent at the right time, and QA features deliver exceptional results. • Turn your member service capability into an outreach powerhouse with dynamic notifications. • Contact Center's real-time insights get service reps into context quickly, helping them to deliver more informed responses that shorten times to resolution. Plus, deep historical reporting helps improve future interactions. • Contact Center's dynamic notifications proactively send reminders while respecting members' preferences.
Mobility and flexibility	• Ensure employees can be productive whether they work at home, in the office, while commuting, or from a mix of locations. • Maintain continuity in member conversations across time and devices. • Allow video conferencing participants to join meetings from any location. • Deliver a unified experience across all communication channels. • Accommodate distributed service rep teams and multiple branch locations.	• As a tightly integrated platform, LP UC ensures consistent communications regardless of where your employees are. • Chat and SMS automatically synchronize across mobile and desktop apps, and real-time member insights speed response time. • LP UC lets meeting participants join from mobile phones, desktops, and laptops. • Voice, chat, and email queues combine into a single omnichannel experience. • Enable anytime, anywhere communications from any device.

To find out more about how Lightpath can benefit your organization, call **877-544-4872** or visit **lightpathfiber.com**

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	Your needs	Our solutions
Support client communications and industry compliance	• Manage risk by ensuring cloud service providers are independently audited. • Protect or encrypt confidential client correspondence, files, text messages, voicemails, and email. • Share documents securely. • Ease the audit process with configurable file retention policies, long-term storage, and by enabling access to archives by specific roles. • Avoid use of and protect disclosure of employee mobile phone numbers. • Have confidence that your cloud services providers take security measures that facilitate regulatory compliance • Choose cloud service providers with high uptime SLAs. • Protect your business files against malware, viruses, and cyber crime.	• Our solution is SOC 2 audited, which attests to our high security standards for our products, networks, infrastructure, and privacy protection. • Emails, files, video conference recordings, and more can be secured at rest and while in transit. • Account-level encryption keys secure stored documents, and SSL/TLS secures documents as you share them. • Our cloud is purpose-built for 99.999% uptime with a financially backed SLA. • LP UC offers secure, low-cost, and long-term storage with support for and indexing of relevant data types and formats and role-based permissions for accessing archives • Callers see your business phone number, whether employees are engaging from their mobile phones, desktop phones, or a remote service location. • Our solution is independently audited and offers security protection across seven pillars. • LP UC quarantines infected files and integrates Bitdefender anti-malware capability.
Put an end to legacy phone system cost	• Ensure cost-efficient communications and collaboration without sacrificing quality or features. • Easier configuration and deployment. • Supplement desk phones with other communication channels. • Ensure business continuity.	• LP UC offers 90+ enterprise-grade calling features and excellent network call quality and uptime. • Savings of up to 50% on monthly phone bills compared to traditional phone services. • Flat, per-user rates with no annual contracts, no hidden fees, and no hardware to buy, manage, install, or replace. • A single web-based portal lets you configure the system and manage call reporting. • LP UC tightly integrates desk phones, mobile phones, chat, SMS, video conferencing, screen sharing, file sharing, and file backup to facilitate increased collaboration and productivity. • LP UC automatically rings all your end points in the event you don't answer, and routes calls to any number you choose.

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